



DEPARTMENT OF THE NAVY  
HEADQUARTERS UNITED STATES MARINE CORPS  
2 NAVY ANNEX  
WASHINGTON, DC 20380-1775

MCO 5030.3B  
JA  
15 Aug 97

MARINE CORPS ORDER 5030.3B

From: Commandant of the Marine Corps  
To: Distribution List

Subj: UNOFFICIAL USE OF THE SEAL, EMBLEM, NAMES OR INITIALS OF THE  
MARINE CORPS

Ref: (a) Title 10, United States Code (NOTAL)  
(b) SECNAVINST 5030.7  
(c) Executive Order No. 10538 of 22 Jun 54 (NOTAL)

1. Purpose. To establish procedures to determine whether to grant permission to use or imitate the seal, emblem, names, or initials of the U.S. Marine Corps in connection with commercial and certain noncommercial activities pursuant to section 7881 of reference (a), and license plates per section 1057 of reference (a). The Secretary of the Navy (SecNav), in reference (b), has provided the policy and has delegated to the Commandant of the Marine Corps (CMC) the authority to subdelegate to certain subordinate officers, in writing, the authority to grant permission required by sections 1057 and 7881 of reference (a) for such use or imitation.

2. Cancellation. MCO 5030.3A.

3. Scope. The provisions of this order requiring prior approval of SecNav, CMC, or the designee, apply only to use or imitation of the seal, emblem, names, or initials of the Marine Corps that suggests official approval, endorsement, or authorization in connection with a promotion, goods, services, or commercial activity, and to those noncommercial uses that would tend to subject the Marine Corps to discredit or that would be inimical to the health, safety, welfare, or morale of members of the Marine Corps.

4. Standards

a. No Unofficial Use or Imitation of the Marine Corps Seal. Reproduction and use of the Marine Corps seal, as it is described in reference (c), is restricted to materials emanating from Headquarters, U.S. Marine Corps. Except for the manufacture of official letterhead stationery and related items of official Marine Corps use, reproduction and use of the Marine Corps seal is prohibited.

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b. Unofficial Use or Imitation of the Marine Corps Emblem, Names, or Initials. Requests from civilian enterprises to use or imitate the Marine Corps emblem, names, or initials will ordinarily be approved where such use or imitation merely provides a Marine Corps accent or flavor to otherwise fungible goods. Disapproval, however, usually may be expected where such use or imitation reasonably would:

(1) imply any official or unofficial connection between the Marine Corps and the user;

(2) tend to create the impression that the Marine Corps or the United States is in any way responsible for any financial or legal obligation of the user;

(3) give the impression that the Marine Corps selectively benefits the particular manufacturer, commercial entity, or other user, as in displaying the Marine Corps emblem, names, or initials on musical instruments, weapons, or the like, and in using the emblem, names, or initials in connection with advertising, naming, or describing products and services such as insurance, real estate, or financial services; or

(4) tend to subject the Marine Corps to discredit or would be inimical to the health, safety, welfare, or morale of members of the Marine Corps, or is otherwise objectionable.

c. Acceptable Use of Imitation of the Marine Corps Insignia. No request for permission is required when a use or imitation of the Marine Corps emblem, names, or initials includes prominent display of the disclaimer, "Neither the United States Marine Corps nor any other component of the Department of Defense has approved, endorsed, or authorized this product (or promotion, or service, or activity)," as an integral part of the use or imitation. A "prominent display" is one located on the same page as the first use of the insignia (or in the case of a product or object other than a document, on the same side of the product or object upon which the use first appears), prominent in that use, and printed in letters at least one-half the size and density of the insignia. The Marine Corps reserves the right, however, to review or screen any product or advertisement to ensure the proposed usage upholds the dignity and reputation of the U.S. Marine Corps and to ensure such use does not subject the Marine Corps to discredit or adversely affect the health, safety, welfare, or morale of members of the Marine Corps, or is otherwise objectionable.

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## 5. Action

a. Redelegation of Authority. CMC hereby redelegates, pursuant to the authorization in paragraph 4 of reference (b), authority to grant written permission to use the Marine Corps emblem, names, or initials, including their use on state license plates, to the Director, Administration and Resource Management Division (ARDE).

(1) Prior to granting approval for commercial usage of the Marine Corps insignia, CMC (ARDE) shall forward such requests to the Director, Judge Advocate Division (JAR), for comment and concurrence. CMC (JAR) will in turn forward these requests to Counsel for the Commandant (CL) for concurrence or additional comment as appropriate.

(2) Written requests for permission to market products displaying Marine Corps insignia in Marine Corps exchanges will be coordinated between Morale, Welfare, and Recreation CMC (MWX) and CMC (ARDE). CMC (ARDE) will send copies of these written approvals or disapprovals to CMC (MWX).

b. Procedures for Obtaining Written Permission. Requests for written permission to use or imitate the Marine Corps emblem, names, or initials shall be in writing and shall be directed to CMC (ARDE). The request should, at a minimum, contain the following information:

(1) name and address of the requester;

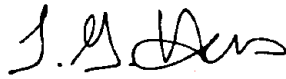
(2) a description of the type of activity in which the requester is engaged or proposes to engage;

(3) a statement of whether the requester considers the proposed use or imitation to be commercial or noncommercial, and why;

(4) a brief description and illustration or sample of the proposed use or imitation, as well as a description of the product or service in connection with which it will be used. This description must provide sufficient detail to enable the Marine Corps to determine whether there is a reasonable tendency to suggest such use or imitation is approved, endorsed, or authorized by the Marine Corps or any other component of the Department of Defense, and to determine whether it may serve to discredit the Marine Corps or be inimical to the health, safety, welfare, and morale of its members, or is otherwise objectionable; and

(5) in the case of a noncommercial use or imitation, a copy of the charter, constitution, bylaws, and similar organizational documents of the requester, together with a detailed description of its function or purpose. Insufficiently specific requests will be returned for additional information.

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A handwritten signature in black ink, appearing to read 'T. G. Hess', is positioned above the typed name.

**T. G. HESS**  
**Director, Judge Advocate Division**

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